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FEATURED

Pacifica Beach Coalition wins sustainability award

By Jane Northrop Staff Writer Apr 12, 2017



Lynn Adams and Jim Fithian accepting the San Mateo County Sustainability Award.
Jane Northrop/Pacifica Tribune

Pacifica Beach Coalition earned a sustainability award from San Mateo County, one of six to be honored last week at a banquet and fu



PBC was recognized for being an all-volunteer organization dedicated to preserving the ocean, coastal habitat, wildlife and ending litter. PBC was recognized for cleaning nine San Mateo County beaches from Daly City to Tunitas Creek.

Lynn Adams, as president of PBC, was honored for her enthusiasm, energy and leadership at the heart of the success of the organization and responsible for its expansion over the years. Last year, PBC volunteers picked up 169,000 cigarette butts. Each clean up is organized with an experienced site captain who instructs volunteers and collects data. PBC also educates the community with programs for students and the general public.

PBC presents a model of organizing community events others can follow, the program for the event stated. In fact, one of the live auction items offered that evening celebrated that. PBC offered a team building day of service for 25-50 people that included three hours of beach/community cleanup, native habitat restoration, learning about protecting the ocean, beaches and coastline and natural beauty. Lunch at Nick's was included. That auction item sold for \$1,300 after a spirited bidding war.

PBC was recognized Thursday for cleaning up the dumpiest places in Pacifica and for turning many members of the community into stewards of the environment. When Jim Fithian, PBC vice president, took the podium, he noted how much the PBC and clean ups have grown. More than 7,000 people participate in Earth Day cleanups.

Lynn Adams, as well, thanked the volunteers and community partners.

“We know we have the power to make a better world,” said Lynn Adams, and gave credit to other local organizations that partner with PBC — Pacifica Environmental Family, Pacifica School District and Recology. “We are grateful in how much support we have; 13,000 volunteers connect with each other. Everybody can pick up litter and reduce litter.”

Other awardees are Bath Blatnagar, who won a prestigious Ruth Peterson award based on her decades of work for non-profit organizations and community activities. SunWork Renewable Energy Projects and San Mateo County Parks also won. Gilead 309 Velocity and its architect DES Architects. Park School District was recognized with an honor.

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